I oppose loosening the rules designed to promote and protect diversity of media ownership. These rules were adopted to ensure that the public would receive a diverse range of viewpoints from the media, and not simply the opinions of a handful of media conglomerates.

Some definitions:

public interest $n.\ 1.$ The well-being of the general public; the commonweal, the public good or welfare.

conflict of interest n., pl. conflicts of interest. A conflict between the private interests

and the public obligations of a person in an official position.